

Director of Communications

Position Overview

The Director of Communications leads the strategy, development, and execution of all communications efforts for Tau Kappa Epsilon. This role is responsible for shaping and amplifying the Fraternity's voice, ensuring clear, consistent, and compelling messaging across all platforms. The Director serves as both a strategic leader and hands-on content creator, driving engagement with collegiate members, alumni, volunteers, and external audiences.

Key Responsibilities

- Develop and execute a comprehensive communications strategy aligned with TKE's mission and strategic priorities
- Oversee content creation across digital platforms, including social media, email marketing, web, and print publications
- Manage and evolve TKE's brand voice, ensuring consistency across all communications channels
- Lead social media strategy and performance, optimizing content to engage collegiate members, young alumni, and volunteers
- Direct email marketing efforts, including segmentation, automation, and performance analysis to improve engagement and deliverability
- Collaborate with internal teams to support key initiatives, campaigns, and events (e.g., Conclave, Day of Giving, recruitment efforts)
- Analyze communications metrics and insights to inform strategy, improve performance, and drive decision-making
- Oversee editorial planning, content calendars, and storytelling initiatives that highlight member impact and organizational success
- Manage external vendors, designers, and freelancers as needed
- Ensure all communications uphold TKE's values, brand standards, and organizational goals

Qualifications

- Bachelor's degree in Communications, Marketing, Public Relations, or related field
- 3–5+ years of experience in communications, marketing, or related roles
- Strong writing, editing, and storytelling skills across multiple formats and audiences
- Proven experience managing social media platforms, email marketing tools, and content strategies
- Experience analyzing data and translating insights into actionable strategies
- Ability to manage multiple projects and deadlines in a fast-paced environment
- Strong collaboration and leadership skills, with a hands-on, team-oriented approach
- Familiarity with fraternity/sorority life or nonprofit/member-based organizations preferred

Key Competencies

- Strategic thinking and execution
- Audience segmentation and engagement
- Brand management and storytelling
- Data-driven decision-making
- Adaptability and innovation

Why Join the TKE Professional Staff?

Tau Kappa Epsilon is committed to building better men for a better world and creating a culture of champions. As Director of Communications, you will play a vital role in shaping how that mission is shared, experienced, and amplified across a diverse and growing membership base.